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CITY OF DANVILLE, VIRGINIA

CITY COUNCIL

Sherman M. Saunders – Mayor Gary P. Miller, MD – Vice Mayor

James B. Buckner L.G. "Larry" Campbell, Jr. John B. Gilstrap Alonzo L. Jones Albert K. "Buddy" Rawley, Jr. Fred O. Shanks III J. Lee Vogler

LEGISLATIVE STAFF

W. Clarke Whitfield, Jr	City Attorney
Susan M. DeMasi	City Clerk
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CITY LEAD	ERSHIP
Joseph C. King	City Manager
Kenneth F. Larking	
Marc D. Adelman	Director of Transportation Services
Michael Adkins	Director of Finance
Philip A. Broadfoot	Chief of Police
Richard I. Drazenovich	Director of Public Works
David R. Eagle	Fire Chief
Jason Grey	
Earl B. Reynolds, Jr	
Inez J. Rodenburg	
William O. Sgrinia	Director of Parks and Recreation
Telly Tucker	
Sara B. Weller	Director of Human Resources
Cynthia L. Thomasson	Budget Director

CONSTITUTIONAL OFFICERS

Michael S. Mondul	City Sheriff
	Commonwealth Attorney
	Clerk of Circuit Court
James M. Gillie	Commissioner of the Revenue
Lynwood L. Barbour	City Treasurer



The City of Danville was founded in 1793, chartered in 1830, and is located on the Dan River in the south-central Piedmont region of Virginia. The North Carolina state line forms the city's southern boundary. The city is surrounded on the west, north, and east by Pittsylvania County.

Danville is but a day's drive to almost two-thirds of the nation's population. Danville is located 143 miles southwest of the state capital in Richmond; 80 miles southeast of Roanoke; and 45 miles north of Greensboro, North Carolina. The City covers an area of approximately 44 square miles and has a population of approximately 42,975. According to the consumer price index, Danville and the southern region of Virginia have a lower cost of living compared to other regions in the United States.

The City operates under the council-manager form of government. Policymaking and legislative authority is vested in the City Council, which consists of nine members including a mayor and vice mayor. Council members are elected at large on a nonpartisan basis to serve four-year terms. The elections are held biennially with five members being elected in one biennium and four in the next. Members of the council elect the Mayor and Vice-Mayor from its membership. The City Council is responsible for passing ordinances, adopting the budget, appointing committee and board members, and hiring the City Manager and City Attorney. The City Manager is the chief executive and is responsible for carrying out the policies and ordinances of City Council, overseeing the day-to-day operations of the City, and appointing department heads.



Built in 1926-27, the Danville Municipal Building is listed on both the Virginia Historic Register and the National Register of Historic Places.

The City provides a full range of services including police and fire protection; sanitation services; the construction and maintenance of streets and infrastructure; recreational activities; and cultural events. In addition to the general government activities, the City provides mass transit, water and wastewater treatment, gas, fiber network, and electric services.

The City boasts an abundance of historical landmarks, an excellent variety of recreational and housing opportunities and beautiful, rolling countryside. Rated among the best in affordability and the lowest in housing costs, Danville has received national recognition for adopting innovative strategies in business development.

But history and surroundings are not the only assets Danville has to offer. Believing that a vibrant downtown is vital to the well-being of a community. Danville supports an economically viable commercial district with unique businesses, attractions, restaurants and residential sites to serve and attract citizens and visitors. The River District Redevelopment Project is entering its fifth year and continues to build on the River District's strengths, implement public improvements that will private investment. support transformational stimulate commercial projects, achieve the right mix of land uses and activities, and support the preservation of the district's unique character.

In addition to a strong K-12 public school system and private school options, Danville's education community includes Averett University, Danville Community College and the Institute for Advanced Learning and Research. Recently, the Capstone receiving Main Street in the River District Integrated Machining Technology program is recognition for its multidisciplinary training for precision



machining. The program is a joint venture between the Institute for Advanced Learning and Research and Danville Community College is a vital for both workforce development program and education.



Mountain biking attracts riders from outside the

Danville has been recognized nationally as a Playful City. The City is committed to recreation and providing opportunities for The Riverwalk Trail takes advantage of Danville's location along the Dan River to give residents an opportunity to interact with the river while using the 9 miles of trail to walk, run, bike, or commute.

One of the longest single track mountain bike trails in the region is located in Danville. Built through a partnership between Southern Virginia Mountain Bike Association and Danville Parks and Recreation, the system offers a variety of trails for multiple experience levels. With twists and turns, climbs and descents, the Angler's Ridge mountain bike trail system and its 35 miles of stacked-loop single-track trails is ranked No. 1 in Virginia and 32nd in the world. Along the trails are plenty of gravity drops, log pyramids, tight switchbacks, moguls, rock gardens and 40 bridges to challenge you as you travel through beautiful woodlands complete with creeks and wildlife.

Danville's diverse neighborhoods represent a unique blend of the best of rural and metropolitan lifestyles. Communities of comparable size seldom offer such a wide variety of housing. Homes in the Danville area ranges from turn-of-the-century Victorian and Edwardian architecture to suburban Williamsburg style homes, country club developments, urban lofts, apartments, and rural farm settings. Danville has small-town charm as well as the assets of a city ready to burst with excitement. It truly is a great place to live, work, and play!



The City Seal was designed by Gloria Nix, a student at George Washington High School, and adopted in 1957. The circular seal is divided into four quadrants representing different aspects of the city. The lamp and books reflect the importance of education. The train, bus, and airplane represent Danville's position as a regional hub. The textile mill and cotton fields in the top quadrant and the tobacco fields on the bottom quadrant show the two traditional foundations of Danville's economy: textiles and tobacco. The dates on the seal reflect the date of the founding and the date of incorporation.

Date Settled	1793
Date Incorporated	1830
Area (sq. miles)	44

Form of Government Council-Manager

Number of Employees (July 2015) 1116

Demographics

Population	42,975
Unemployment Rate (5/2015)	8.8%
Number of Registered Voters (8/2015)	27,311
Income per capita - Danville MSA	\$20,351
Median household income	\$30,786
Median home value (owner-occupied)	\$87,800

Bureau of Labor Statistics, Census

Largest Employers

The Goodyear Tire & Rubber Company
Danville City Public Schools
City of Danville
Danville Regional Medical Center
Adecco
Wal-Mart
Nestle USA, Inc.
Averett College
Debbie's Staffing Services
GCB Staffing

data.virginialmi.com

Local Taxes

Real Estate	\$0.73 per \$100 of assessed value
Personal Property	\$3 per \$100 of assessed value
Business Personal Property	\$3 per \$100 of assessed value
Machinery and Tools	\$1.50 per \$100 of assessed value
Aircraft	\$0.30 per \$100 of assessed value
Mobile Homes	\$0.73 per \$100 of assessed value
	00/

Meals Tax 6%
Transient Lodge Tax 6%
Short Term Rental Tax 1%

Bond Ratings

Moody's A1 Standard and Poor's AA-Fitch AA-

As of July 2015

Facilities and Services

Miles of streets (approx.)	458
Number of recreation centers	7
Number of parks	11
Number of skate parks	1
Riverwalk Trail distance (miles)	9
Mountain biking trail distance (miles)	35
Number of libraries	2

Public Safety

Number of 911 dispatched calls (2014)	80,927
Number of Fire stations	7
Number of Uniformed Firefighters (7/2015)	116
ISO Rating (Fire)	2
Number of Police stations	1
Number of sworn officers (7/2015)	127

Hospitals

Number of hospitals 1 Number of patient beds 250

Danville Public Schools

Number of Pre-K Centers	2
Number of Elementary Schools	6
Number of Middle Schools	2
Number of High Schools	2
Number of Special Program Centers	3

Public Utilities

Sanitary Sewer - Department of Public Works

Miles of sanitary sewer (approx.)	395
Number of Service Connections ¹	16,481

Water - Danville Utilities

Miles of water mains (approx.)	343
Number of service connections ¹	15,865
Number of treatment plants (potable) ²	1
Number of treatment plants (industrial) ²	1

Daily average consumption in gallons (potable)²

Daily average consumption in gallons (industrial)²

Maximum Daily Capacity of plant (potable)²

Maximum Daily Capacity of plant (industrial)²

Reservoir Capacity (potable)²

Reservoir Capacity (industrial)

5.43 million gallons

18 million gallons

3 million gallons

16.55 million gallons

45 million gallons

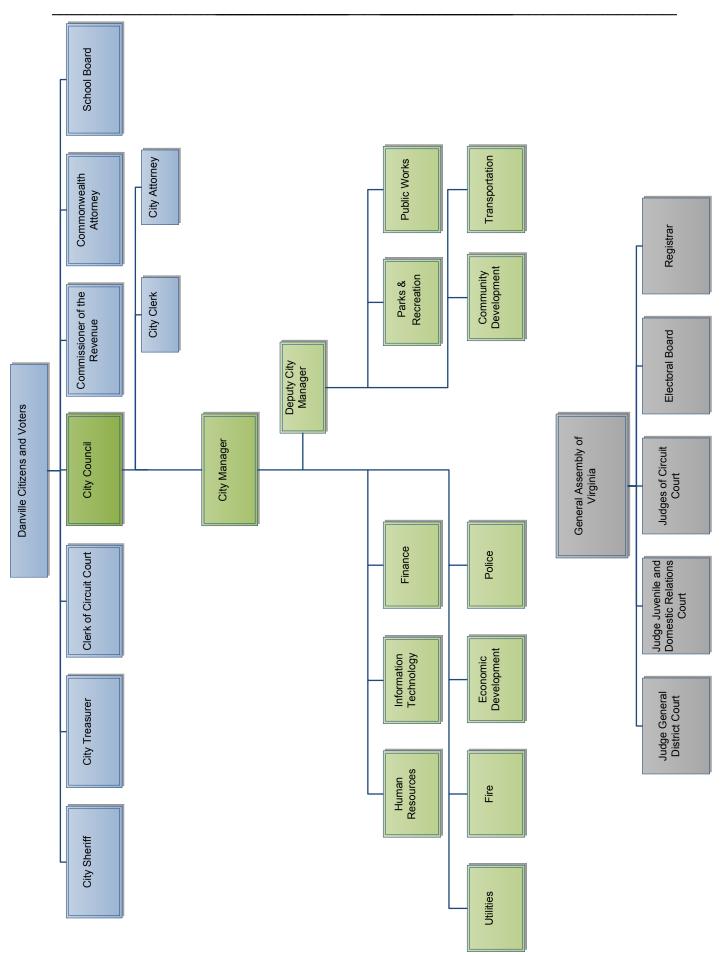
Natural Gas - Danville Utilities

Number of service connections¹ 17,217

Power and Light - Danville Utilities

Service Territory Area (sq. miles) 535 Number of service connections¹ 41,730

> ¹Number of service connections may fluctuate on a daily basis. ²FY 2015 Figures



The Danville City Council has designated eight priority areas to focus the efforts of the City Manager and staff during the next few years. Included is the effective and efficient provision of municipal services and facilities, economic development, crime prevention, education, controlling utility costs, minimizing blight, enhancing Danville's image, and improving race relations. This summary lists preliminary goals and objectives addressing these priorities. It will be refined as directed by City Council. Council-authorized actions taken in addressing each priority will be dependent on available resources.

- 1. <u>Municipal Services & Facilities</u> -- Effectively and efficiently provide municipal services and facilities necessary to ensure that Danville remains a pleasant, safe, and healthy community for its residents, visitors, businesses, and institutions.
 - 1.1. Conduct a citizen survey to measure municipal service performance and quality ratings.
 - 1.2. Initiate the phased development of written strategic plans for all municipal departments beginning with the Human Resources, Police, Economic Development, Community Development, and Utilities Departments. Incorporate goals and objectives supporting these Council-established priorities.
 - 1.3. Conduct a municipal employee survey to identify organizational strengths and weaknesses and help focus productivity improvement efforts.
 - 1.4. Undertake a management team building and training program to improve the ability of organization's top, middle, and line managers to plan, organize, control, and lead municipal departments as effectively and efficiently as possible.
 - 1.5. Commence a two-year program to develop in FY 2012 and launch in FY 2012 a pay-for-performance system that effectively links employee compensation to job performance.
 - 1.6. Produce a written Annual Report summarizing the City's accomplishments in effectively and efficiently providing municipal services and facilities.
- 2. <u>Economic Development</u> -- Support business prosperity and growth sufficient to ensure current and future employment at good wages.
 - 2.1. Recruit new businesses and industries to the area that will diversify the economy and increase the overall average wage rate.
 - 2.2. Strengthen the business retention and expansion program by visiting and maintaining regular contact with existing businesses and assisting them with their needs.
 - 2.3. Develop a comprehensive plan for designing incentive programs as well as for renovating and redeveloping property in the Central Business District and the Tobacco Warehouse District.

- Target a "niche" retail strategy by determining what needs (such as an upscale restaurant) are unmet in the community, and formulate a recruiting plan based on the feedback.
- 2.4. Evaluate developable property within the city limits of Danville and complete a plan to redevelop areas for future industrial and commercial growth, emphasizing increasing employment opportunities, strengthening of the tax base, reducing blight, and improving property utilization.
- 2.5. Work with Pittsylvania County on the certification and development of the 3,500 acre mega-park.
- 2.6. Continue regional cooperation with economic developers from Pittsylvania County, Martinsville-Henry County, and Caswell and Rockingham Counties in North Carolina to create a regional marketing brand and strategy.
- 3. <u>Crime Prevention</u> -- Maintain a safe and secure community free from the ravages of crime.
 - 3.1. Ensure that the Danville Police Department is provided the resources required to effectively combat and prevent crime and that performance reports are regularly issued to the public to track progress made in achieving that goal.
 - 3.2. Maintain an effective multifaceted "community policing" effort that engages and works in partnership with the community in order to proactively deal with conditions that give rise to crime, social disorder, and fear of crime.
 - 3.3. Establish the "Coalition for a Safe Danville" as a means of uniting community stakeholders, sharing information, developing strategies, engaging and informing the public, and undertaking coordinated, results-oriented crime prevention activities that will combat crime and earn public confidence that Danville is a safe community in which to live, visit, and conduct business.
 - 3.4. Expand effective crime prevention programs, including Neighborhood Watch, Business Watch, National Night Out, and Crime Stoppers.
 - 3.5. Improve police intelligence gathering activities to support crime prevention efforts and the prosecution of offenders.
 - 3.6. Continue and improve existing partnerships with the Danville Public Schools District to maintain public safety in the schools and at school athletic events.
 - 3.7. Continue to keep the public informed about crime through media releases, the City's internet website, and public service announcements while seeking out and effectively using new communications methods.
 - 3.8. Continue and expand the Danville Police Department's active role in regional law enforcement data sharing and communications programs.

- 3.9. Aggressively seek grant funding to support community crime prevention programs and law enforcement improvement activities.
- 4. <u>Education</u> -- To enable productive lifelong learning for Danville's citizens, provide adequate funding to the Danville School District and support for the community's colleges, educational institutions, and workforce training programs.
 - 4.1. Support the Danville Public School District, Danville Community College, Averett University, Institute for Advanced Learning and Research, and West Piedmont Workforce Investment Board in emphasizing the importance of academic achievement, work skills development, and lifelong learning in Danville.
 - 4.2. Regularly meet with the Danville School Board and administration to maintain a good understanding of public education system operations and budget requirements.
 - 4.3. Provide access to lifelong learning opportunities through the collections, programs, and services of the Danville Public Library, classes and events provided by the Department of Parks, Recreation, and Tourism, and nDanville telecommunications services.
- 5. <u>Utility Costs</u> -- While maintaining reliable utility systems and services that meet customer requirements, minimize wholesale energy and operational expenses and encourage and assist customers in efficiency and conservation efforts to hold down their utility costs.
 - 5.1. Secure reliable natural gas and electricity wholesale supplies at the lowest, most stable prices available.
 - 5.2. Acquire cost-effective, environmentally responsible electric generation assets to reduce dependence on the volatile wholesale markets.
 - 5.3. Modify the Northside Wastewater Treatment Plant to lower its operating costs while preserving capacity to meet future needs.
 - 5.4. Develop an energy efficiency and conservation strategy to direct municipal operations and regulatory activities.
 - 5.5. Engage the public in energy and water efficiency and conservation efforts to minimize their consumption of municipal utility services.

- 6. <u>Blight</u> -- Maintain the physical integrity of Danville's residential and business districts to avoid property deterioration, decline, and abandonment.
 - 6.1. Proactively enforce the City's property maintenance code, including effective response to public complaints and rigorous implementation of provisions relating to vacant and blighted structures, graffiti, accumulated trash, overgrowth and weeds, inoperative vehicles, right of way encroachment, hazardous trees, and automobile graveyards and junkyards.
 - 6.2. To promote compliance with health and safety standards and reduce substandard conditions in rental housing for low-income residents, continue the Rental Housing Inspection Program within the two designated districts.
 - 6.3. Maintain the "Building Blocks Program" in the Westmoreland target area through aggressive rental housing inspections, maintenance of municipal right of ways and green spaces, rehabilitation of salvageable housing, demolition of dilapidated structures, new construction infill, and strategic acquisition and sale of properties.
 - 6.4. Addressing the specific needs of the Green Street neighborhood, develop a plan of action during FY 2012 to similarly revitalize that area starting in FY 2012.
 - 6.5. Prepare a city-wide building and property condition analysis during 2012 and a strategic plan to deal with blight in other areas of Danville.
 - 6.6. Establish an Anti-Blight Task Force to strengthen and accelerate efforts to address the decline of residential neighborhoods and business districts due to property abandonment, decline, and deterioration.
 - 6.7. Ensure blight issues are adequately addressed in the housing element of the updated Comprehensive Plan.
- 7. <u>Danville's Image</u> -- Sustain a positive image of Danville among its own residents, as well as those in other communities.
 - 7.1. Establish a task force involving groups, businesses, and citizens to address negative perceptions of Danville held by the community and targeted external audiences and to develop a strategic plan for improving Danville's image.
 - 7.2. Designate a public information officer staff position in the City Manager's Office to ensure that accurate and positive information is available to everyone, especially to those making decisions that could affect Danville's future.
 - 7.3. Pursue attainment of the National Civic League's "All-America City Award."

- 7.4. Maintain efforts to beautify road interchanges and identify opportunities for other visual enhancements in Danville, particularly at gateways to the City and along major entry arterial streets.
- 8. <u>Race Relations</u> -- Ensure that all citizens of Danville enjoy living in community undivided by barriers of race or ethnicity.
 - 8.1. Establish partnerships with community organizations to deal with actual and perceived instances of racial discrimination and inequity and to improve race relations in Danville.
 - 8.2. Initiate programs and events to create opportunities for positive interracial dialogue and interaction.
 - 8.3. Ensure that municipal programs and services address the needs of a diverse population and provide equitable benefits to all residents.
 - 8.4. Use creative, innovative, and proactive means to promote the equitable recruitment of minorities into the municipal workforce in order to ensure that it is representative of the diversity of Danville. Similarly, endeavor to reflect Danville's diversity in the composition of City Council appointed boards and commissions.

Adopted: February 2, 2010

Accrual Basis of Accounting

Funds that focus on total economic resources employ the accrual basis of accounting, which recognizes increases and decreases in economic resources as soon as the underlying event or transaction occurs. Revenues are recognized as soon as they are earned and expenses are recognized as soon as a liability is incurred, regardless of the timing of the related cash inflows and outflows.

Appropriation

The legal authority granted by the City Council to expend funds for a specific purpose.

Assessment

The official valuation of property for the purposes of taxation.

Assessed Value

A valuation set upon real or personal property by the City Assessor as a basis for levying taxes.

Balanced Budget

Occurs when the total revenues match the total expenditures for a fiscal year.

Bond

A written promise to pay a specified sum of money (the "principal") at a specified date in the future, together with a periodic interest at a specified rate. The payments on a bond are referred to as "debt service".

Budget

The plan for the acquisition and allocation of resources for a specified purpose.

Capital Improvement Program

A five-year plan for completing public capital projects on an annual basis, with tentative beginning and ending dates for each, anticipated costs, and options for financing.

Capital Outlay

Category of expenditures that includes machinery/equipment purchases, furniture/fixtures purchases, communications purchases, motor vehicles and equipment, software purchases, or certain expenditures classified as improvements.

Capital Projects

Large one-time construction/maintenance projects or purchases that are expected to provide services for citizens over a period of time.

Contingency

An estimated amount of funds needed for deficiency, contingent or emergency purposes.

Contribution Other Entity

Category of expenditures that includes contributions to outside organizations.

Cost Allocation

Cost allocation distributes accumulated indirect costs to the programs that benefit from the accumulated cost on the basis of percentages that represent a reasonable and equitable

allocation base. A cost allocation plan allows the General fund to recover administrative costs from Enterprise Funds, grants, and other participants (Juvenile Detention).

Current Financial Resources

A measurement that focuses on changes in current financial resources. Here the goal of the operating statement is to answer the question, "What are the transactions or events of the period that have increased or decreased the resources available for spending in the near future?" This is the focus of governmental type funds (the General Fund) and is the reason the modified accrual basis of accounting in used.

Danville-Pittsylvania Regional Industrial Facility Authority (RIFA)

A regional partnership between the City of Danville and Pittsylvania County for the purpose of engaging in joint economic development efforts.

Debt Service

Repayment of City debt, including interest.

Department

An entity with the City organization, established either by State Code or identified need, for the administration of specifically related duties or responsibilities. A Department Head is responsible for the activities or expenditures within that department.

Depreciation

The process for estimating and recording the lost usefulness, expired useful life, or diminishment of a fixed asset that cannot or will not be restored by repairs and must be replaced. The cost of the fixed asset's lost usefulness is the depreciation or the cost to replace the item at the end of its useful life.

Disbursement

A cash payment to an outside party, or a transfer of funds to another accounting entity within the City's financial structure.

Division

For manageability and accounting purposes, some departments are further divided into divisions, which are small units of control in a given service area.

Economic Resources

A measurement focus used to describe the types of transactions and events that are reported in a fund's operating statement. The goal of the economic resources measurement focus is to answer the question, "What transactions and events have increased or decreased the fund's *total economic resources* during the period?" This is the goal of enterprise funds, and hence is the reason they use the accrual basis of accounting.

Employee Benefits

Category of expenditures that include indirect and non-cash compensation paid to an employee such as contributions to FICA, retirement (ERS and VRS), worker's compensation, and expenditures classified as employee services.

Encumbrance

A reservation of funds for an anticipated expenditure prior to an actual payment for an item. Funds are usually encumbered or reserved once a contracted obligation has been entered into for an item, but prior to the cash payment actually being disbursed.

Enterprise Fund

These self-supported funds for city-owned entities are entirely or predominantly financed by user fees. The operation of these self-sustaining funds is accounted for in such as way as to show gains or losses, similar to that of a private enterprise.

Expenditure

The authorized payment of City funds for goods or services. This includes payment for operating expenses, capital improvements, and debt service.

Fiscal Year

A year long accounting period. For the City of Danville, the fiscal year runs from July 1 to June 30 of the following year.

Fund Balance

Resources, which at year's end, have exceeded requirements and have not been designated for any specific purpose.

General Fund

The general fund accounts for the majority of day-to-day City operations and finances by taxes and revenue.

Grant

A contribution of assets by one governmental unit or other organization to another. Typically, these contributions are made to local governments from the state and federal governments. Grant moneys are usually dedicated for specific purposes.

Internal Services

A category of internal service funds that centralize the services for the general government motor pool, print shop, and insurance. These services are provided on a cost-reimbursement basis to the departments utilizing the services.

Internal Services Fund

The internal services fund accounts for the financing of goods and services provided by one fund to another fund on a cost reimbursement basis.

Labor Expense Cross

The cost of public works labor charged to another department.

Modified Accrual Basis of Accounting

Method under which revenues are recognized when earned, only to the extent they are collectible within the period or soon enough afterwards to be used to pay liabilities of the current period. Similarly, debt service payments and specific accrued liabilities are only recognized as expenditures when payment is due because it is only at that time that they normally are liquidated with expendable available financial resources. Funds that focus on the current financial resources (governmental funds) use the modified accrual basis of accounting.

Non-Categorical Aid: 599 Funds

Funding earmarked for public safety from the State of Virginia for localities with Police Departments.

Other Operating Expenses

A category of expenditures that includes travel and training, general liability insurance, dues and memberships, telephone/internet, office supplies, books and subscriptions, postal service, uniforms, and other materials and supplies.

Operating Expenses

The portion of the budget pertaining to the daily operations that provides basic governmental services.

Personnel Services

A category of expenditures that includes the salaries and wages for employees.

Position

A specified group of duties and responsibilities to be performed by a person employed by the City.

Proprietary Funds

Funds that rely on operating income, changes in net assets or cost recovery, financial positions, and cash flows.

Public Assistance

A category of expenditures that includes Social Service programs.

Purchased Services

A category of expenditures that include services performed by non-city entities for the functionality of a department or division. This can include payments for maintenance service contracts, repair work done by non-city firms, or accounting/auditing services.

Reserve

Funds that have been set aside for a specific purpose or future use.

Revenue

Government income, including, but not limited to, funding from sources such as taxes, permits, fees, licenses, fines, and grants.

Tax Base

The aggregate value of all items being taxed.

Tax Rate

The level of taxation stated in terms of a dollar amount (i.e \$0.73 per \$100 of assessed value) or a percentage of the value of the tax base (5% sales tax).

Transfer Out

General Fund support of other operations.